

Rep Order# 8863464 Ver# 1 Status New

Traffic Order#

Printed: 09/11/2012 4:31 PM  
Last Received: 09/11/2012 4:27 PM  
Showing Buylines: All Lines

1 of 1

Station KUCW-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 3160  
Buyer Tracey Robinson  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA INC  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/3160  
Flight Dates 10/19/2012 - 10/25/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JIAN FOX  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

---CONTRACT COMMENT---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	1030P-12A	SAT NITE LIVE	:30	\$600.00	10/20-10/20	1	1	1	\$600.00	
Rating: 3.3												

91

---REPORT TOTALS---

Report Totals: 1 / \$600.00

---SALES MONTHLY TOTALS---

Oct 12: 1 / \$600.00

Sales Totals: 1 / \$600.00

Station Totals: 1 / \$600.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$20,000

CABL	0%	KJZZ	0%	KPNZ	0%	KSL	1.7%	KSTU	3.6%
KTVX	8%	KUCW	3%	KUPX	0%	KOTV	3.6%	UNKN	0%

Books null  
Demos RA35+